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automotive FLEET

CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

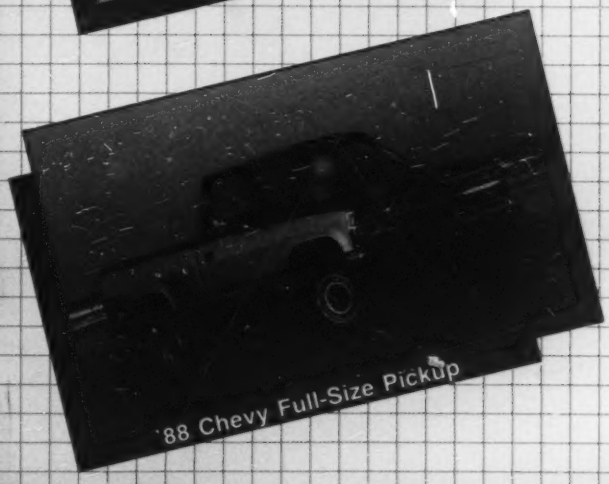
'88 Mercury Tracer

'88 Renault Medallion

'88 Pontiac LeMans

'87 Volkswagen Fox

'88 Ford Festiva



'88 Chevy Full-Size Pickup

MAINTENANCE

- National Accounts
- Site Selection

NEW CARS & PICKUPS

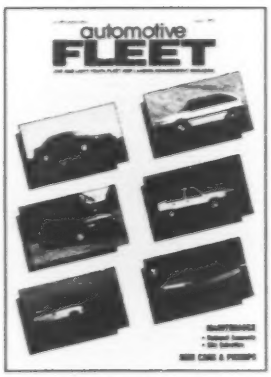
automotive
FLEET
CAR AND LIGHT TRUCK FLEET AND LEASING MANAGEMENT MAGAZINE

MARCH 1987
VOL. 26, NO. 5

Influencing the management of
4,584,000 cars and 1,970,000 light trucks
and vans in business, leasing, rental,
utility, government, police and taxi fleets.

p. 23

p. 34



On the cover: This spring, automakers are unveiling a number of internationally-sourced small cars, and GM's taking the wraps off its first all-new pickup in 15 years. Story, page 30.

Features

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Government agencies eye the savings of national service accounts.

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What's new? A number of small cars and a full-size pickup.

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Managing a fleet pool operation is a complex proposition.

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Locating suitable property near an airport isn't easy.

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How will the Corsica and Beretta fare with fleets?

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Complete seminar and social event listings.

64 **Fleet Auditing**
It's not always a reason to wring your hands.

66 **W.T. Billard's White-Top Vans**
Where there's a need, there's a way.

69 **Asset Management**
Fleets that lease save more than those that own.

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USED CARS

The following are average car prices ending February 4, 1987. Prices are based on wholesale activity at major dealers across the country. They are divided into three zones as indicated on the accompanying map. These averages are calculated electronically in IBM machines. They are based on clean cars only. Proper allowance should be made for upgrading sharp cars and proper deduction taken for fair cars. Automatic transmissions have been included in the averages of all models. This information is published in *Automotive Fleet* by special permission of Automotive Market Report.

Model	AVERAGE AUCTION PRICE Zone 1	Zone 2	Zone 3
83 AMC ALLIANCE			
Sdn 4 Dr L Series	2241	2264	2196
83 AMC CONCORD			
Sdn	2471	2496	2422
Sta Wgn	2609	2634	2556
83 BUICK SKYLARK			
Sdn Custom	2936	2966	2876
82 BUICK SKYLARK			
Sdn	2383	2406	2333
83 BUICK REGAL			
Sdn	4426	4471	4339
Cpe	4552	4599	4461
82 BUICK REGAL			
Turbo Cpe	3918	3958	3840
Cpe	3794	3832	3717
83 BUICK CENTURY			
Sdn Custom	4298	4341	4211
82 BUICK CENTURY			
Sdn Custom	3522	3559	3452
83 CADILLAC			
Cpe DeVille	7080	7151	6939
Sdn DeVille	7040	7110	6899
82 CADILLAC			
Cpe DeVille	5618	5675	5506
Sdn DeVille	5579	5634	5466
83 CHEVY			
Chvt Htchbk 4 Dr	2153	2174	2110
Camaro Cpe 8	4852	4900	4755
82 CHEVY			
Chvt Htchbk 4 Dr	1681	1699	1647
Camaro Cpe 8	4131	4174	4050
83 CHEVY CELEBRITY			
Sdn	3729	3768	3655
82 CHEVY CELEBRITY			
Sdn	3033	3063	2973
83 CHEVY CAVALIER			
Sdn	2984	3015	2923
82 CHEVY CAVALIER			
Sdn	2180	2202	2136
83 CHEVY CITATION			
Cpe 6	2237	2260	2193
82 CHEVY CITATION			
Cpe 6	1707	1725	1673
83 CHEVY MALIBU			
Clas Sdn	3423	3456	3354
Clas Sta Wgn	3564	3600	3493
82 CHEVY MALIBU			
Clas Sdn	2806	2834	2749
Clas Sta Wgn	2929	2959	2872
83 CHEVY MONTE CARLO			
Cpe	4509	4555	4418
82 CHEVY MONTE CARLO			
Cpe	3598	3633	3526
83 CHEVY IMPALA			
Sdn	4017	4057	3936
82 CHEVY IMPALA			
Sdn	3074	3104	3012
Wgn 9	3194	3226	3130
83 CHEVY CAPRICE			
Sdn	4567	4612	4475
Sta Wgn	4725	4773	4631
83 CHRYSLER			
E-Class Sdn	3734	3772	3659
82 CHRYSLER			
New Yorker Sdn	4456	4502	4368
83 DODGE OMNI			
4 Dr Cust	2445	2470	2396
82 DODGE OMNI			
4 Dr Cust	1833	1852	1797
83 DODGE ARIES			
Cpe	2453	2478	2404
82 DODGE ARIES			
Sdn	1847	1866	1812
83 DODGE DIPLOMAT			
Sln Sdn	2999	3028	2939
82 DODGE DIPLOMAT			
Sln Sdn	2381	2405	2333
83 FORD FAIRMONT			
Futura 6-Cyl Sdn 4 Dr	2591	2617	2538
82 FORD FAIRMONT			
Futura Sdn 4 Dr	2008	2028	1969
83 FORD MUSTANG			
L-Cpe 4	3511	3546	3439
82 FORD MUSTANG			
L-Cpe 4	2722	2750	2668
83 FORD LTD			
Sdn	3002	3033	2943
82 FORD LTD			
Sdn	3111	3142	3049
83 FORD ESCORT			
Htchbk 4 Dr	2381	2405	2332
83 FORD CROWN VIC			
Sdn	5191	5243	5086
82 FORD CROWN VIC			
Sdn	3685	3722	3611
83 FORD THUNDERBIRD			
Cpe	4741	4789	4647
82 FORD THUNDERBIRD			
Cpe	3535	3571	3464
83 LINCOLN CONTINENTAL			
Sdn	9175	9267	8992
Mark VI Cpe	9299	9393	9114
82 LINCOLN CONTINENTAL			
Sdn	7243	7314	7097
Mark VI Cpe	7425	7499	7276
83 MERCURY COUGAR			
Cpe	4823	4871	4728
82 MERCURY COUGAR			
GS Cpe	2461	2485	2411
83 MERCURY LYNX			
Htchbk 2-Dr	2352	2374	2305
83 MERCURY MARQUIS			
Sdn	3040	3069	2977
82 MERCURY MARQUIS			
Sdn	3409	3443	3341
Wgn-2S	3514	3550	3444
83 OLDS CIERA LS			
Cpe	4236	4279	4152
Sdn	4291	4334	4205
83 OLDS CUTLASS SUPREME			
Cpe	4817	4865	4722
Sdn	4663	4730	4590
82 OLDS CUTLASS SUPREME			
Sdn	3844	3883	3768
Cpe	3994	4034	3914
83 OLDS DELTA 88			
Sdn	4522	4567	4431
82 OLDS DELTA 88			
Sdn	3328	3361	3262
83 OLDS DELTA 98			
Sdn	6238	6301	6114
82 OLDS DELTA 98			
Sdn	4916	4967	4818
83 OLDS OMEGA			
Sdn	2936	2966	2876
82 OLDS OMEGA			
Sdn	2383	2406	2333
83 OLDS FIRENZA			
Sdn	3340	3374	3273
82 OLDS FIRENZA			
Sdn	2649	2676	2596
83 PLYMOUTH HORIZON			
4 Dr Htchbk	2389	2413	2340
83 PLYMOUTH RELIANT			
Cpe	2461	2485	2412
82 PLYMOUTH RELIANT			
Cpe	1833	1851	1797
83 PONTIAC FIREBIRD			
Cpe 8	4879	4928	4781
83 PONTIAC 6000			
Cpe	3901	3940	3823
Sdn	3952	3991	3873
82 PONTIAC 6000			
Cpe	3209	3240	3145
83 PONTIAC GRAND PRIX			
Cpe	4652	4699	4559
83 VOLKSWAGEN JETTA			
4 Dr Sdn	3996	4036	3916
82 VOLKSWAGEN JETTA			
4 Dr Sdn	3204	3236	3140
83 VOLKSWAGEN L SERIES			
2 Dr Htchbk	2881	2910	2823
82 VOLKSWAGEN RABBIT			
2 Dr Htchbk	2125	2146	2083
83 DATSUN			
Sentra 2 Dr Std Sdn	2263	2286	2218
Stanza Hbk 4 Dr Dlx	3198	3230	3134
82 DATSUN			
210 Std 2 Dr	1623	1639	1591
Sentra 2 Dr	1838	1856	1801
Stanza Hbk 4 Dr Dlx	2502	2527	2452
83 TOYOTA			
Corolla Sedan 2 Dr	3047	3077	2986
Celica St	4362	4406	4275
Camry Sedan	4953	5003	4854
82 TOYOTA			
Corolla 2 Dr Sdn	2328	2351	2281
Celica St Cpe	3436	3470	3367

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Little Rock, AR	121.6	86.9
Pasadena, CA	112.4	82.9
Denver, CO	121.5	93.2
Jacksonville, FL	119.3	88.9
Council Bluffs, IA	107.0	87.0
Idaho Falls, ID	83.4	80.4
South Bend, IN	121.9	91.2
Worcester, MA	100.9	81.4
Royal Oak, MI	134.9	89.9
St. Louis, MO	115.0	79.1
Reno, NV	126.4	107.9
Lancaster, PA	117.9	91.9
Dallas, TX	129.2	85.6
Wheeling, WV	103.9	83.4

Survey conducted during the first five working days of February 1987.
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